



Rule Storage module

Rule #	Rule set	Size	Restrictions
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...

— 150

Fig. 14

Object Dispatch module

Object #	Object type	Resource	Attributes
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...

— 160

Fig. 15

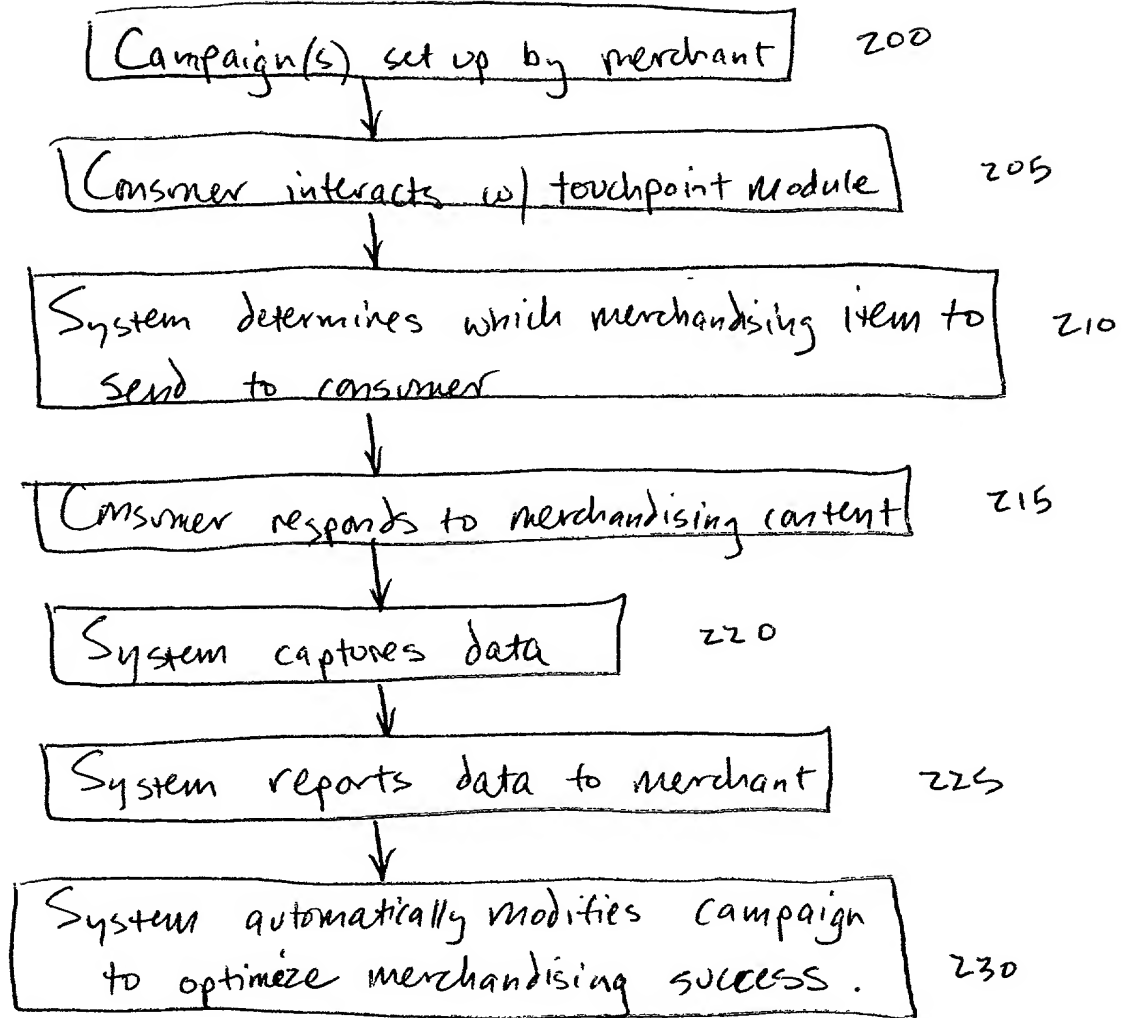


Figure 2

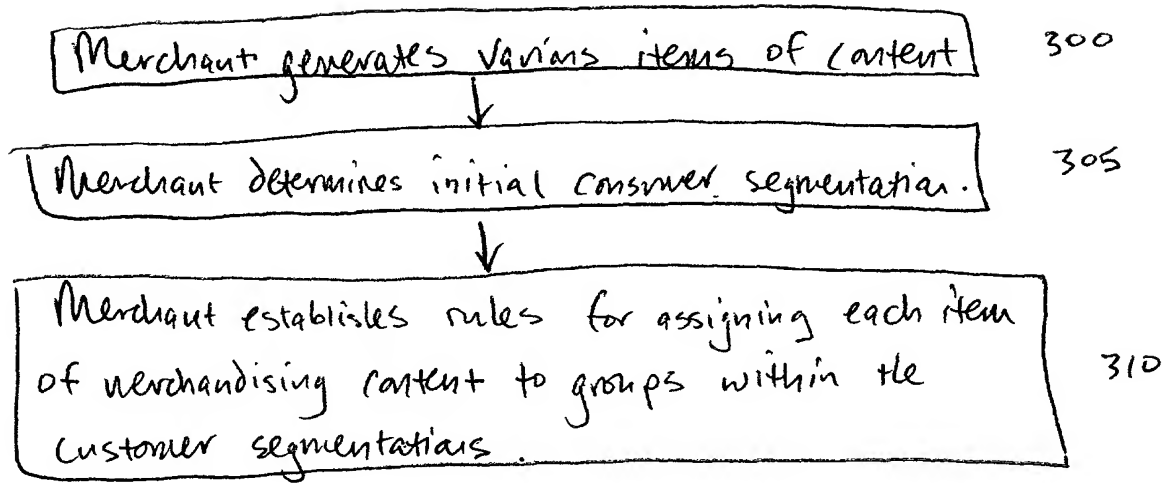


Figure 3

350 Consumer interacts w/ touchpoint by browser making a request for content.

355 Is customer a new customer?

No

Yes

360 Research assistant module provides questionnaire to consumer

365 Consumer completes questionnaire

370 Research assistant module stores data corresponding to consumer

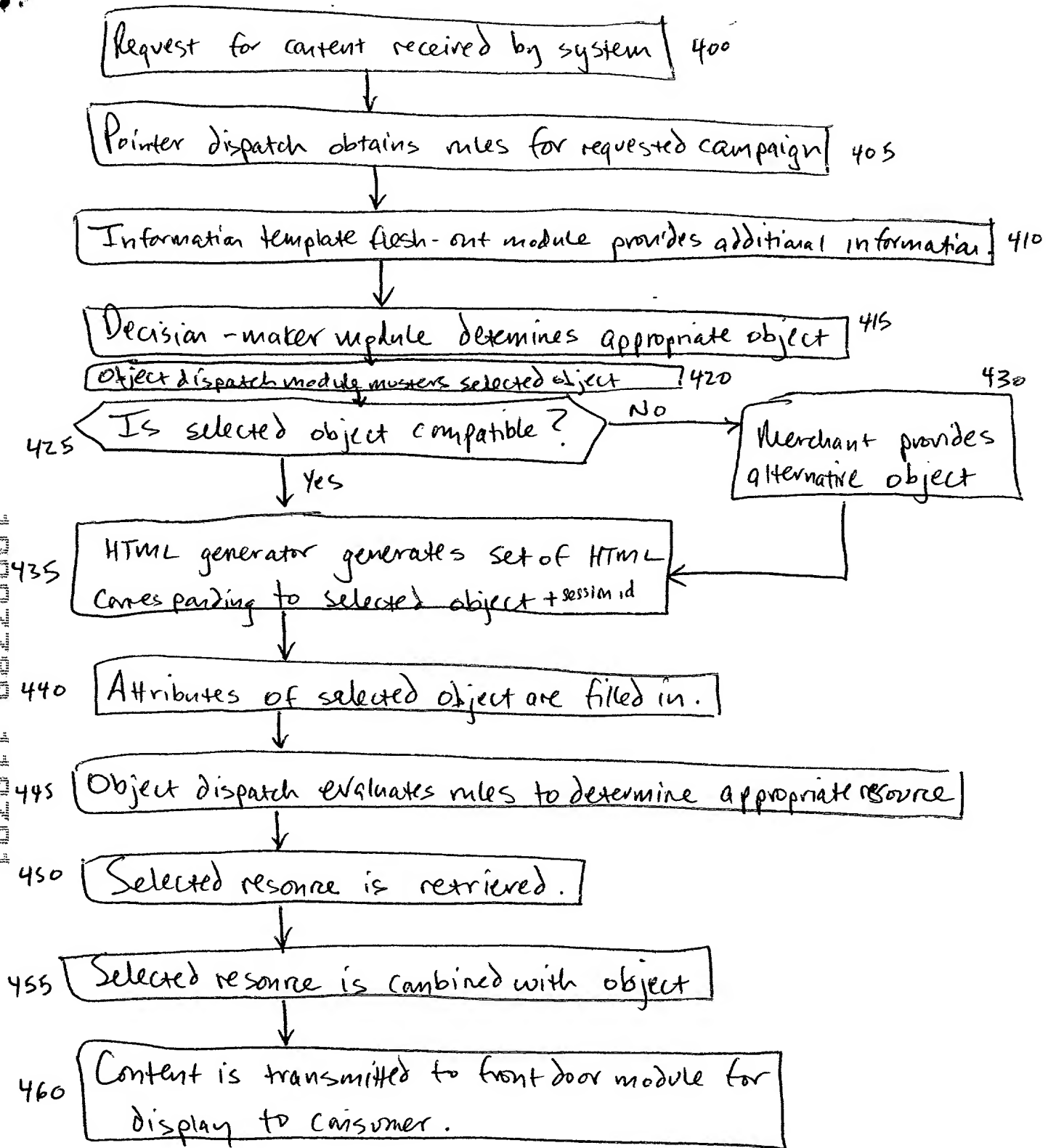
375 System employs consumer data to determine appropriate merchandising content to transmit

Go to step 400 in Figure 5

380 Retrieve consumer data from storage

Figure 4

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Welcome:

console

## Satellites

<b>ru4 Ad Network</b>	Create
Q1 2001 (demo)	Modify
Spanish Co.	Modify
Publisher1	Modify
Sue	Modify
test2	Modify

## Objects

<b>Dynamic Storefront</b>	Create
LK's DSF	Modify
On Sale	Modify
Winter Product Set	Modify
Winter Products	Modify
<b>Flash Kaleidoscope</b>	Create
<b>Image Link</b>	Create
<b>Kaleidoscope</b>	Create
<b>Text Link</b>	Create

## Resources

<b>DSF Interface</b>	
First Interface	
<b>Image File</b>	Create
60 x 132 NYC Skyline	
60 x 132 Yankees clip	
Conservative, Palm	
VII feature	
Frame1	
Frame2	
Frame3	
Frame4	
Generic branding	
Gug Berlin	
Gug Bilbao	
Gug Members Tour	
Gug Soho	
Gug Venice	
Gug Visit Us	
Hip, young, music-focused	
Lecture Tour	
P-Test	
ru4 logo 132x60	
test2	
Test2	
Testing!	
Testing!	
Visit Gug English	
Visit Gug French	
Visit Gug German	
Visit Gug Italian	
Visit Gug Spanish	

## Link Type

Product Set

Create

View Resource : "Generic branding"



sell everything

no one sells mo

Screen Size: 60 x 468

File Size: 14 KB

Image Path:

<http://vpdc.poinindextersystems.com/Content/Images/32.GIF>

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505

500

Figure 6

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